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Message Text

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ACTION COME-00

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VIENNA FOR EWTC

E.O. 11652: N/A
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SUBJECT: TRADE PROMOTION PROGRAM FOR THE GDR-FY 1976

REF: STATE 58108

1. SUMMARY. THE EMBASSY BELIEVES THAT, IN ORDER TO BUILD ON THE GOOD START ACHIEVED AT THE SPRING 1975 LEIPZIG FAIR, OUR TRADE PROMOTION PROGRAM FOR THE COMING FISCAL YEAR SHOULD BE BOTH IMAGINATIVE AND MODERATELY AMBITIOUS. OUR COMMENTS ON COMMERCE SUGGESTIONS AND OUR OWN PROPOSALS FOLLOW. END SUMMARY.

2. AS THE EMBASSY HAS PREVIOUSLY REPORTED (BERLIN 5371 AND 5402), THE FORMAL DEBUT OF THE U.S. IN LEIPZIG WAS A SUCCESS AND THE BUSINESS DEVELOPMENT OFFICE (BDO) FORMAT WAS CONSIDERED BY GDR EXPERTS AS A PROMISING TRADE PROMOTION DEVICE. OUR ASSESSMENT REMAINS POSITIVE, BUT, ACCORDING TO A BRIEF, DERISIVE COMMENT APPEARING IN THE APRIL 2 EDITION OF DIE WIRTSCHAFT, THERE ARE SOME IN THE GDR WHO WERE DISPLEASED WITH THE SCOPE AND THE REPRE-SENTATIONAL CHARACTER OF THE BOOTH. (AFTER COMMENTING
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FAVORABLY ON THE BENEFICIAL IMPACT OF U.K., ITALIAN,

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SWEDISH AND AUSTRALIAN TRADE PROMITION ENTITIES ON THE
EXHIBIT PROFILES OF THOSE COUNTRIES IN LEIPZIG, THE BI-
WEEKLY GDR PUBLICATION POINTEDLY NOTED THAT THIS WAS NOT
THE CASE IN THE INSTANCES OF THE U.S. ., FRANCE AND JAPAN.)
THIS, AS WELL AS AMBASSADOR COOPER'S STATEMENT TO FIRST
SECRETARY HONECKER THAT HE WOULD WORK FOR GREATER AMERICAN
PARTICIPATION IN FUTURE FAIRS, SUGGEST THAT WE SHOULD NOT
RELY TO AN EXCESSIVE DEGREE ON THE STANDARD BDO FORMAT FOR
OUR COMING APPEARANCES AT THE LEIPZIG FAIR.

3. FALL 1975 LEIPZIG FAIR (AUGUST 31-SEPTEMBER 7). THE
LEIPZIG FAIR AUTHORITY (LFA) HAS OFFERED THE EMBASSY TWO
LOCATIONS IN HALL 6 (CHEMICAL PLANT) FOR THE USDOC CHEMICAL
AND PETROCHEMICAL PROCESSING EQUIPMENT AND TECHNOLOGY BDO.
THE PREFERABLY LOCATION, IN OUR VIEW, IS SITUATED AT THE MAIN
ENTRANCE TO THE HALL, IS OPEN ON TWO SIDES, AND MEASURES 88
SQUARE METERS (11 METERS WIDE X 8 METERS DEEP), THE OTHER
LOCATION, OFF TO ONE SIDE OF THE HALL AND ALSO OPEN ON TWO SIDES,
MEASURES
98 SQUARE METERS (14 X7). IF USDOC SHARES THE EMBASSY'S
PREFERENCE, WE WILL RESERVE THE SPACE AND REQUEST PHOTOS
AND FLOOR PLANS SO THAT USDOC CAN PERFORM BOOTH DESIGN
WORK. PLEASE ADVISE.

4. LOCATION OF THE BDO IN AN AREA ALLOTED TO COMMERCIAL
EXHIBITS IS ADVANTAGEOUS BUT POSES A PROBLEM, ACCORDING
TO THE LFA, IN THAT THE BOOTH CANNOT BEAR AN OFFICIAL
"GOVERNMENT" DESIGNATION IF IT IS SITUATED OUTSIDE OF
HALL 16 WHICH IS DEVOTED TO NATIONAL EXHIBITS AND WAS THE
VENUE FOR OUR SPRING 1975 LEIPZIG BDO. WE BELIEVE IT
SHOULD BE POSSIBLE TO FINESSE THIS PROBLEM, HOWEVER,
FURTHER DISCUSSIONS WITH THE LFA WILL BE NECESSARY. HAS
USDOC PREVIOUSLY EXPERIENCED THIS PROBLEM? WHAT WOULD
BE ACCEPTABLE DESIGNATIONS FOR USE ON THE BOOTH ITSELF
AND IN THE FAIR CATALOGUE?

5. ALTHOUGH THERE IS MUCH TO BE SAID FOR A BDO
LARGE ENOUGH TO USE FOR SEMINAR PURPOSES, THE EMBASSY
BELIEVES IT PREFERABLE, FOR A VARIETY OF REASONS, TO
SECURE THE USE OF SEMINAR FACILITIES AT THE DEUTSCHE
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BUECHEREI, WHICH IS LOCATED OUTSIDE THE WEST GATE OF
THE FAIR GROUNDS. THE EMBASSY BELIEVES THAT THE ROOM
CAPACITY SPECIFIED BY USDOC WOULD BE TOO LARGE FOR
THE NUMBER OF EAST GERMAN VISITORS WE ARE LIKELY TO
ATTRACT. THEREFORE, UNLESS USDOC EXPECTS TO SOLICIT
ATTENDANCE FROM THE SOVIET UNION AND OTHER EASTERN
EUROPEAN COUNTRIES (RUMANIA AND HUNGARY EXCEPTED),
WE PLAN TO RESERVE FACILITIES THAT WOULD ACCOMMODATE

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APPROXIMATELY 30-40 GDR VISITORS, THE NUMBER WE COULD
REASONABLY EXPECT TO RECEIVE. EMBASSY OFFICER PLANS
TO CALL ON THE MINISTRIES OF SCIENCE AND TECHNOLOGY
AND THE CHEMICALS INDUSTRY DURING THE NEXT FEW DAYS
TO SOLICIT SUGGESTIONS REGARDING SPECIFIC PRODUCTS,
PROCESSES AND TECHNOLOGIES THAT THE EAST GERMANS WOULD
LIKE TO HAVE HIGHLIGHTED AT THE SEMINAR. THESE
PREFERENCES SHOULD THEN BE GIVEN APPROPRIATE CONSIDER-
ATION BY USDOC IN FURTHER PLANNING FOR THE SEMINAR.
THE EMBASSY ALSO HAS VIEWS REGARDING PRE-DEPARTURE
PREPARATIONS FOR THE SALES SEMINAR THAT WOULD MAXIMIZE
ITS IMPACT IN LEIPZIG; THESE WILL BE FORWARDED
WHEN PLANS FOR THE SEMINAR ARE MORE CONCRETE.

6 TO UP-GRADE THE BDO, AS WELL AS TO TIE IT
INTO THE SALES SEMINAR FROM WHICH IT WILL BE PHYSI-
CALLY SEPARATED, WE STRONGLY RECOMMEND THAT EVERY
EFFORT BE MADE TO EXHIBIT AT THE BDO SCALE MODELS
OF EQUIPMENT AND INSTALLATIONS PERTAINING TO SELECTED SEMINAR
THEMES. THE EMBASSY REALIZES THAT THIS ADDS ANOTHER
DIMENSION TO PLANNING AND EXECUTING OUR PARTICIPATION
IN THE LEIPZIG FALL FAIR BUT BELIEVES THAT THE ADDI-
TIONAL EFFORT COULD PROVE WORTHWHILE.

7 WE NEED TO KNOW ON A PRIORITY BASIS WHETHER THE
BDO BUDGET IS LIKELY TO PERMIT THE INSERTION OF
ADVERTISEMENTS IN THE FAIR CATALOGUE OR THE SPECIAL
FAIR ISSUE OF THE LEIPZIGER MESSE JOURNAL (CLOSING
DATE FOR THE FORMER IS JUNE 12; FOR THE LATTER,
MAY 13). THE APPROXIMAT COST FOR WHOLE PAGE
ADVERTISEMENTS IS, RESPECTIVELY, $ 420 AND $380,
WITH PROPORTIONATELY LOWER COSTS FOR HALF OR QUARTER-
PAGE ADVERTISEMENTS. PLEASE ADVISE.
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8. SPRING 1976 LEIPZIG FAIR. EMBASSY BELIEVES THAT
IT WOULD BE HIGHLY DESIRABLE, FOR THE REASONS
GIVEN IN PARAGRAPH 1 ABOVE, TO HAVE AN EXHIBIT AT
THIS EVENT, HOWEVER MODEST IT MAY BE. THIS IS A
DEFINITE PREFERENCE TO ADHERING TO THE BDO FORMAL
FOR A THIRD CONSECUTIVE FAIR. FOR SUCH AN EXHIBIT,
THE EMBASSY IS AMENABLE TO THE "SPECIALIZED FOOD
PROCESSING AND PACKAGING EQUIPMENT" THEME PROPOSED
BY USDOC (PARAGRAPH 1.B., REFTEL). ANOTHER POSSI-
BILITY, AND ONE WHICH MERITS SERIOUS CONSIDERATION,
IS TO FOLLOW-UP ON THE MARCH 1975 SUCCESSFUL BDO
WITH A COLLECTIVE EXHIBIT OF MACHINE TOOLS. WE
THINK THE RESPONSIBLE INDUSTRY REPRESENTATIVE, JACK
CONNOR OF THE NMTBA, MIGHT BE INTERESTED IN COOPERATING

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IN SUCH A VENTURE, SINCE HE WAS, IN ANY EVENT, PLANNING
TO ENCOURAGE AMERICAN MANUFACTURERS TO PARTICIPATE ON
AN INDIVIDUAL BASIS AT THIS FAIR.COOPER

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